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# IMMERSE. INTERACT. INVESTIGATE



## INFINITY

### D10.2 INFINITY website, social media channels and dissemination

DISSEMINATION LEVEL PUBLIC

## D10.2 INFINITY website, social media channels and dissemination

### PROJECT INFORMATION

<b>Grant Agreement No</b>	883293
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<b>Name</b>	IMMERSE. INTERACT. INVESTIGATE
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<b>Coordinator</b>	Airbus Defence and Space SAS

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0.2	Helen Gibson, Andrea Redhead, Nathanaël Maugard,	16/11/2020	Amendments to text, additional images, contributions to design and maintenance of website.
0.3	Thorsten Stodiek	27/11/2020	Amended typos
0.4	Helen Grantham	30/11/2020	Final changes to content

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### EXECUTIVE SUMMARY

This deliverable details the primary tools for communication and dissemination that will be utilised throughout the INFINITY project. One key tool for making INFINITY visible, whilst providing essential information on the project is the project website <http://infinityh2020.eu>. The website provides information on the projects background, concept, objectives and the overall structure of the project. It also highlights the role and expertise of the consortium partners. Furthermore, it will provide the public deliverables, important documents, news and updates relevant to our target audience.

A further tool for promoting INFINITY, and for creating a robust network of scholars, practitioners and other key players in this field are the social media channels. The INFINITY Twitter channel and LinkedIn groups have been established to aid engagement and connectivity with the key players in the field, LEAs, practitioners and the wider public.

Finally, the particular communication and dissemination tools and activities that had been developed, both virtual and physical, are described and how they have been tailored to the specific needs of the project, along with guidelines of usage to ensure consistency of the INFINITY brand are included for the project partners to implement and utilise.

### ABBREVIATIONS

<b>AR</b>	Augmented Reality
<b>EC</b>	European Commission
<b>I<sup>3</sup>CE</b>	Investigative Immersive and Interactive Collaboration Environment
<b>LEAs</b>	Law Enforcement Agencies
<b>XR</b>	eXtended Reality
<b>VR</b>	Virtual Reality

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### 1 INTRODUCTION

#### 1.1 OVERVIEW

INFINITY will innovate and deliver a pioneering immersive-reality environment that equips law enforcement agencies (LEAs) with an analytical platform for cutting-edge intelligence extraction, analysis, visualization and collaboration across teams and countries to address the challenge brought about by the exponential increase in investigative data in before, during and after major criminal and terrorist attacks<sup>1</sup>.

#### 1.2 DELIVERABLE POSITIONING

D10.2 - Development of the INFINITY website, social media and dissemination materials. This deliverable provides the reasoning behind design selections integrated into the development of a standardised online presence for the INFINITY project, consisting of; the dedicated project website, social media channels and other forms of on and offline dissemination.

The deliverable also summarises the specific dissemination materials developed in order to present the projects innovative practices by means of a coherent brand identity to LEAs, and other relevant stakeholders, including; logos, images, templates, leaflets, brochures for offline dissemination, alongside a summary of the INFINITY brand elements and guidelines regarding successful implementation.

The main objective of this deliverable is to describe the digital tools and methods that will be utilised throughout the lifecycle of the project to generate awareness and increase the visibility of the INFINITY project.

This deliverable sits within WP10 - Impact, dissemination, exploitation and training, specific activities for dissemination, communication and visibility will be presented in more detail in deliverable D10.1 Communication, visibility and dissemination plan, due month 12.

#### 1.3 DELIVERABLE STRUCTURE

This document is structured as follows:

In section 1 an overview of the document is provided. In section 2 the project logo is discussed. In section 3 the project website development, structure and content is discussed. In section 4 an introduction to the INFINITY social media channels is given. Section 5 discusses the dissemination materials designed for the project. In section 6 the brand guidelines are presented and in section 7 a summary of the document is provided.

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<sup>1</sup> INFINITY Grant Agreement

### 2 PROJECT LOGO

The project logo is the focal point for INFINITY's branding identity and designed to present a bold statement that matches the scope and ambition of the project. Created during the proposal preparation phase the logo provided a coherent visual that prompted the remainder of the brand design.

Figure 1: INFINITY Logo



The infinity symbol not only represents the name of the project, but also the intelligence cycle used by investigators as well as the infinite canvas for data analysis and manipulation within extended reality (XR) that the project provides. Furthermore, the symbol can also be viewed like a virtual or augmented reality headset reinforcing the project's scope.

The cool colour theme was selected as a reference to the immersive collaborative environment that is the corner stone of the INFINITY system: I3CE. The three I's in INFINITY are highlighted by a lighter shade of blue, which is a reference to the project's tagline (Immerse. Interact. Investigate). These three words summarise the essence of the project's mission, to facilitate data-driven investigations in an immersive and collaborative environment. Taken together, these elements provide a recognisable and unique brand identity for the project and its core values. The font is bold, and the typeface is expansive to provide impact and the text is centred to provide overall symmetry.

Additionally, two further variations were designed for use depending on the context. These versions are presented in Figure 2 below and are for use on dark/light backgrounds.

Figure 2: INFINITY Logo variations





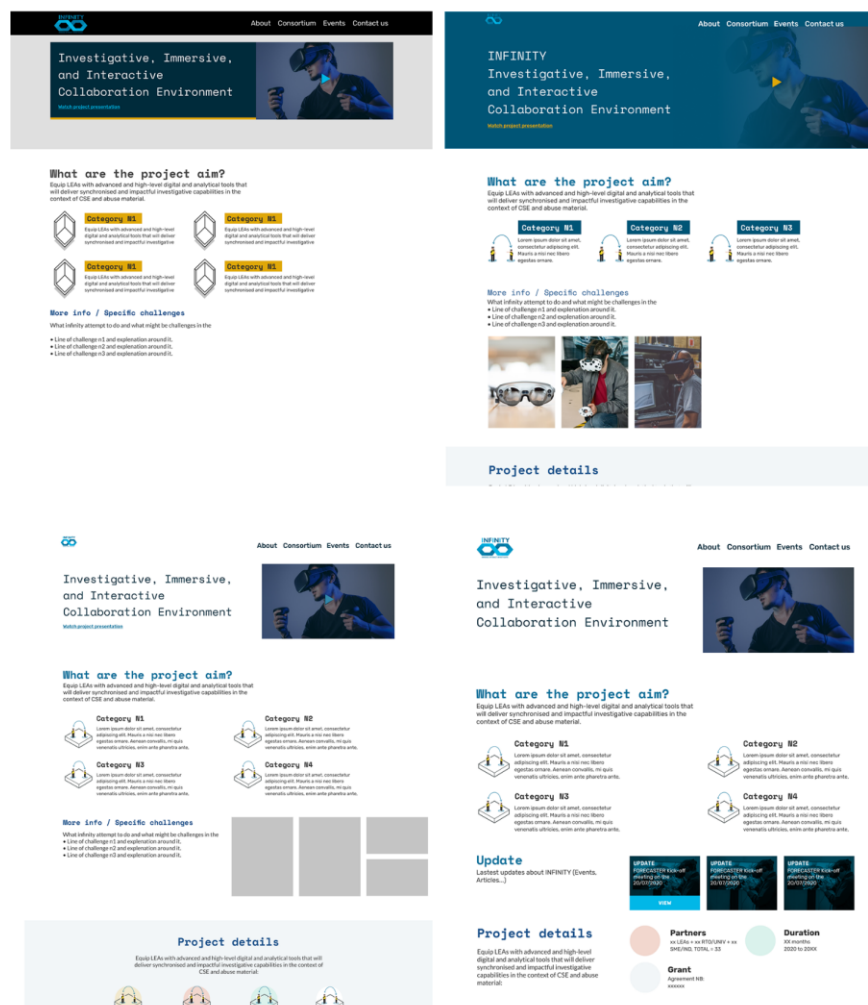
### 3 PROJECT WEBSITE

The INFINITY project website is a pivotal communication tool and as such it has been represented to project in a manner appropriate to all audiences, as it will often be the first point of contact many stakeholders have with the project. The INFINITY website is available at <http://infinityh2020.eu>.

#### 3.1 DESIGN AND CONTENT PREPARATION

Idea generation for the website design initially derived from the research of a broad spectrum websites from organisations operating in domains similar to INFINITY (e.g., Tuserv.com, virtualitics.com, 3data.io). This research, along with inspiration from the project logo, led to the amalgamation of 4 brand propositions as seen below:

**Figure 3: Website brand propositions (top left – 1, top right – 2, bottom left – 3, bottom right – 4)**



The website intends to present a clear, consistent and coherent overview of the INFINITY project, with the ability to provide information and project updates over the duration of the implementation period and beyond. Whereas the aim of the brand design is to project an impression that reflects the innovative nature of the project whilst providing information that is accessible to a wide audience including the wider public, law enforcement and other relevant stakeholders.

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Therefore, after careful consideration the choice was made to blend options 2 and 4 together to conclude the final design that would create the biggest impact on users.

Branding elements for the INFINITY website were inspired by the code used within the LEA's targeted product, alongside a heavy application of blue and use of yellow accent colour, provide a simple yet professional look and feel. The branding also employs a few quirks in its usage of visual assets including an isometric perspective for the icons used to communicate the innovative and the XR (extended reality) aspects of the project).

### 3.2 TECHNOLOGY

The INFINITY website was built with a Content Management System (CMS) at its base. Using a CMS allows for users of the website to quickly add content, without needing to understand programming languages. It can also be built quicker as it usually provides a base template to build out from, however this can come at the cost of flexibility. A CMS will define the types of content that can be added and anything outside of the ordinary will need to be specially added. Three of the most popular CMS are Wordpress, Joomla, and Drupal that each comes with their own situational use-cases and plugin systems to allow for more customisation. Drupal was chosen as the CMS for this website as it allows for easy creation of customised content types and pages designed specifically for those content types. The website can be found at <http://infinityh2020.eu>.

Security is a major factor in delivering any projects, but with the sensitive nature of the INFINITY project security will rightly be at the centre of the conversation throughout. With the INFINITY website being one of the most prominent elements the project's public facing image, it is critical that its security is taken seriously inline any other project outputs. Good software and IT security is as much about an organisation's or team's culture and approach that it is about skills and techniques and with this is the recognition that security is about the continuous mitigation of threats and risks in an ever-changing playing field. Some elements of good culture are consistently defined by security experts through common principles and guidelines, such as those published by the UK's National Cyber Security, with elements such as planning for security flaws, continually testing software, and keeping tools up to date. Most often cited in the area of software security are entities such as the National Institute of Standards and Technology (NIST) from the U.S. Department of Commerce and the community-led Open Web Application Security Project (OWASP), and also the software security field's growing number of resources and statistics at the Common Weakness Enumeration (CWE) and the Common Vulnerabilities and Exposures (CVE) to name a few.

With this in mind, when designing solutions whether through bespoke development or via off-the-shelf packages, it is an excellent start to focus on providers and approaches that are aligned with and following the guidance of these commonly cited organisations and resources. It is also good to focus on those signals or indicators that demonstrate good internal security cultures as well as having a good track record, being open to scrutiny (i.e. popular open source solutions) and being organisationally mature.

As a dissemination activity, and the not primary goal of the project, it is more important to avoid reinventing the wheel and therefore to utilise off-the-shelf solutions where possible. Particularly since the purpose of the INFINITY website is for disseminating publicly visible content, it falls directly into the content management system category which is where an existing system such as Drupal comes

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in. From the security standpoint in the selection of the appropriate platform, Drupal clearly aligns itself publicly with several of these elements described above: it focusses on the direct mitigation of the OWASP Top Ten Project (an overview of the top ten software security vulnerabilities), it prides itself on being formed through open source with a large contributor community, it demonstrates security features that are expected in modern websites (i.e. twofactor authentication, OpenID, granular access control), and focusses on the mitigation of the most relevant security threats of today (i.e. Cross-Site Request Forgery). On top of what it says, Drupal also shows a good security track record of vulnerabilities detected when compared to its two main competitors, for example showing a lower level of recorded vulnerabilities over the previous two and ten years (CVE<sup>2 3 4</sup>).

Beyond Drupal's own efforts, it is even more so critical that within the INFINITY project these good security practices are applied to the development and operation of the INFINITY website, regardless of what it is running under the hood. To be brief, this consists of ensuring the continuous review of the website and its deployment, ensuring privileged access is tightly controlled and reviewed, ensuring it is hosted in a secure environment by a competent technical team, and ensuring that it is kept up to date so that the fixes for any newly emerging vulnerabilities are quickly put in place.

It is important to note that currently the website is not mobile responsive, however this is a known issue that will be resolved as soon as possible to ensure accessibility across all platforms.

### 3.3 STRUCTURE

The website is presented as a simple and singular page format with the following structure:

- Homepage
  - About INFINITY
    - More – About INFINITY – Background – Objectives
  - Updates
  - Project details
  - Consortium partners
  - Deliverables and documents
  - Footer – Funding declaration; Privacy policy, Contact us; Social Media links

#### 3.3.1 HOME PAGE

The home page is the central page of the website and acts as the main landing page from external sources. The home page provides the first impression of the project to the user, through the prominent block of colour within the page header and placement of the INFINITY logo, that also acts as a button to return to the home page sat alongside a static menu header for quick navigation to the different sections on the page.

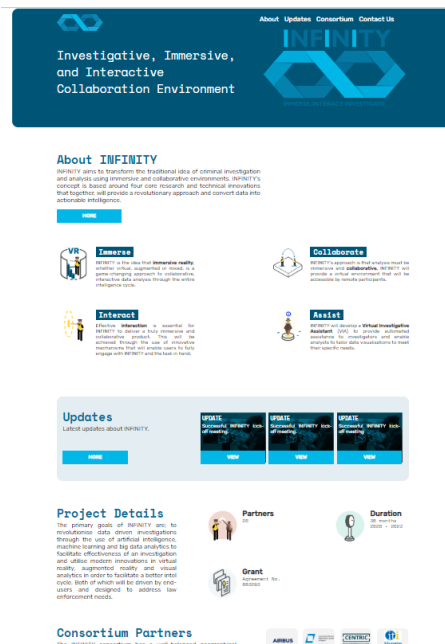
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<sup>2</sup> <https://www.cvedetails.com/vendor/1367/Drupal.html>

<sup>3</sup> <https://www.cvedetails.com/product/4096/Wordpress-Wordpress.html>

<sup>4</sup> <https://www.cvedetails.com/vendor/3496/Joomla.html>

Figure 4: INFINITY Homepage



### 3.3.2 ABOUT INFINITY

This section briefly summarises the overall aim of the project, and the four main **themes Immerse, Interact, Collaborate and Assist** are discussed alongside unique INFINITY iconography so users can easily grasp the basic premise of the project.

Figure 5: INFINITY Homepage – ‘About INFINITY’

### About INFINITY

INFINITY aims to transform the traditional idea of criminal investigation and analysis using immersive and collaborative environments. INFINITY's concept is based around four core research and technical innovations that together, will provide a revolutionary approach and convert data into actionable intelligence.

[MORE](#)



#### Immerse

INFINITY is the idea that **immersive reality**, whether virtual, augmented or mixed, is a game-changing approach to collaborative, interactive data analysis through the entire intelligence cycle.



#### Collaborate

INFINITY's approach is that analysis must be immersive and **collaborative**. INFINITY will provide a virtual environment that will be accessible by remote participants.



#### Interact

Effective **interaction** is essential for INFINITY to deliver a truly immersive and collaborative product. This will be achieved through the use of innovative mechanisms that will enable users to fully engage with INFINITY and the task in hand.



#### Assist

INFINITY will develop a **Virtual Investigative Assistant** (VIA) to provide automated assistance to investigators and enable analysts to tailor data visualisations to meet their specific needs.

## D10.2 INFINITY website, social media channels and dissemination

The 'More' button navigates the user to a further subpage to discover additional information and discover greater detail about the Background and Strategic Objectives of the project.

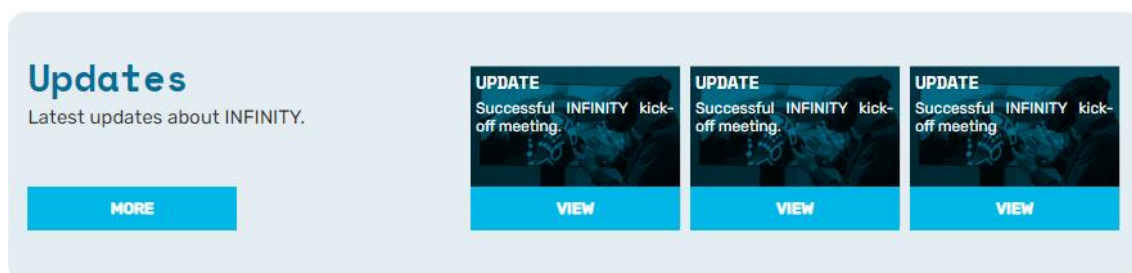
Figure 6: INFINITY Homepage – 'More'



### 3.3.3 UPDATES

The 'Updates' section will provide a frequent stream of information for users to discover important news and events that have taken place relevant to the project. Users can click the title of the item for more information on the item or by clicking 'more' can navigate to the updates subpage where they can view all items posted. This section will provide a vital source of up to date project information, its current status, and any external news pertinent to the project.

Figure 7: Updates



### 3.3.4 PROJECT DETAILS

This section provides an overview of significant project details in relation to the number of partners and their locations, project duration and Grant Agreement number. The primary goals of INFINITY are also discussed here.

Figure 8: Project Details

#### Project Details

The primary goals of INFINITY are: to revolutionise data driven investigations through the use of artificial intelligence, machine learning and big data analytics to facilitate effectiveness of an investigation and utilise modern innovations in virtual reality, augmented reality and visual analytics in order to facilitate a better intel cycle. Both of which will be driven by end-users and designed to address law enforcement needs.



**Partners**  
20



**Duration**  
36 months  
2020 - 2023



**Grant**  
Agreement No.  
883293

### 3.3.5 CONSORTIUM PARTNERS

The 'Consortium partners' section discusses the composition, skills and location (through a visual map) of the project's consortium members alongside a logo of each member. By hovering over the logo, the acronym and the name of the consortium member is displayed and by clicking on the logo the user is directly navigated to that partner's own website.

Figure 9: Consortium Partners

#### Consortium Partners

The INFINITY consortium has a well-balanced geographical spread with 20 consortium members, representing 10 EU member states plus 1 US partner. Consortium partners consist of end users, research centres and industry that together will combine expertise and enable a multidisciplinary approach to effectively completing the outcomes of the project.



### 3.3.6 DELIVERABLES AND DOCUMENTS

The 'Deliverables and Documents' section provides a list of all public deliverables that will be submitted throughout the project lifetime. By clicking the deliverable title or the 'More' button users can directly view the deliverable, made accessible through a link to the CORDIS system. Additional documents relevant to the project and external stakeholders will also be made available in this section, such as publications, press releases etc.

Figure 10: Deliverables and Documents

#### Deliverables and Documents

Below is an overview of the INFINITY public deliverables, clearly stating the type, date of production, the entities responsible and the intended dissemination.



### 3.3.7 FOOTER

Key project information can be found in the footer of the project website. The footer contains the EU funding acknowledgement alongside the EU flag logo, a central email address: [infinity@shu.ac.uk](mailto:infinity@shu.ac.uk), whereby website visitors can contact the project directly, and open social media configuration options for the INFINITY Twitter account.

Figure 11: Footer



From the footer the user can also access information on the website owner; Terms of Use and Privacy Policy information on the utilisation of web analytics within the website.

### 3.3.8 PRIVACY POLICY / TERMS OF USE

As required under privacy and GDPR regulations a Privacy Policy has been incorporated into the project website. Users are also notified of the policy through a pop-up when first entering the website. Due to the extreme importance of this subject, the full privacy notice has been displayed in appendix 1.



### 3.4 MAINTENANCE

The INFINITY website is hosted within a docker container which allows for easy upgrades and easy backups to ensure that the data is kept safe during the upgrade process. Monitoring software will be used to ensure an alert is generated if the website becomes inaccessible and inform those able to investigate any issues. Content will be added to the website as it is deemed appropriate or when requested by partners of the project.

## 4 SOCIAL MEDIA CHANNELS

In parallel to the project website the project has 2 dedicated social media channels, both of which have been applied the INFINITY branding. These social media accounts are linked to the project website and will serve as communication and dissemination platforms, providing quick updates and reposts of news content related to the project, such as links to opportunities to engage with the project, forthcoming events, and related news from other sources that impact the project.

### 4.1 TWITTER

The INFINITY Twitter account aims to increase the visibility and prominence of the project to the platform's varying, and large volume, of users (LEAs, academics, key players and other relevant stakeholders). It will also provide a fundamental source of project information, progress and open exchange between the project and its target audience.

Figure 12: INFINITY Twitter account



The aim is to connect and engage with related projects, key institutions and academics working in the intelligence-led policing field in order to build up a robust community of followers. The INFINITY twitter account can be accessed here: [https://twitter.com/infinity\\_h2020](https://twitter.com/infinity_h2020).

### 4.2 LINKEDIN

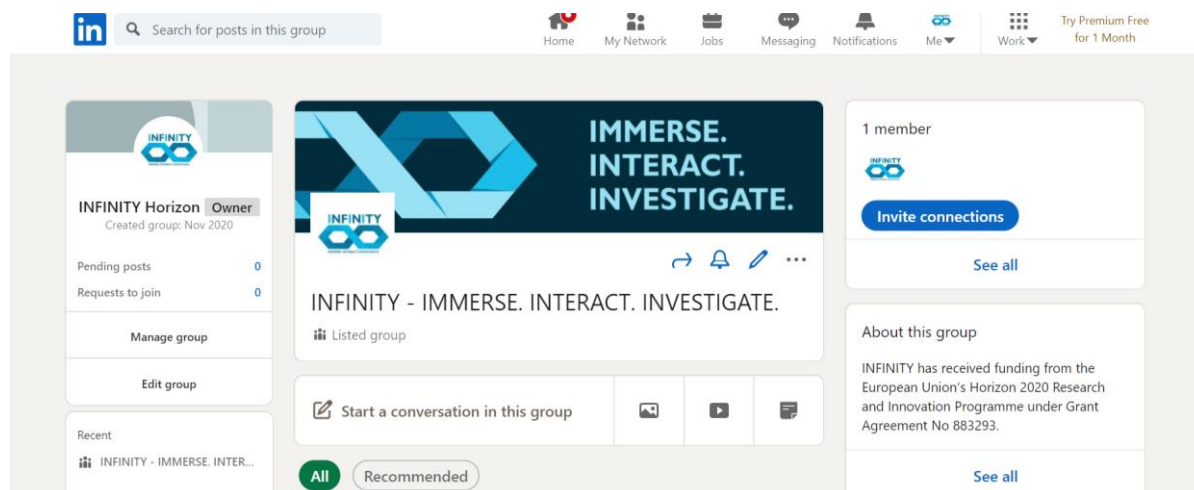
In addition to Twitter, the project has an INFINITY LinkedIn group. LinkedIn was selected as an appropriate channel for the project as it is frequently used by professionals for the establishment of business or work-related contacts. The creation of the group will support the formation of an INFINITY network of specialists and end-users and public authority professionals. Over the coming months the project partners will be requested to invite their own contacts to the platform in order to increase the



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number of members within the group. The LinkedIn group can be accessed here: <https://www.linkedin.com/groups/12483006/>.

Figure 13: INFINITY LinkedIn Group



## 5 DISSEMINATION MATERIALS

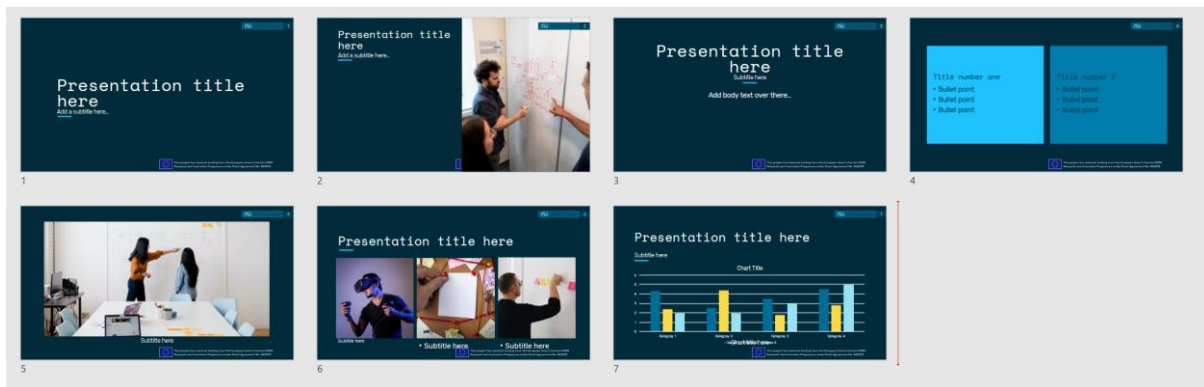
Dissemination activity is a fundamental aspect of all European projects and raising awareness and visibility of the project through continuous dissemination activities is the responsibility of all the partners within the INFINITY project consortium. However, in order to achieve consistency across all activity it is vital to establish a standardised approach to the projects brand identity with guidelines on implementation that can be followed from the very beginning of the project.

Therefore, an initial dissemination package including templates and digital materials has been established, designed in line with the project's visual identity. These materials aim to provide the partners with a collective arrangement of resources intended to support the projects dissemination and communication activities, each of which are discussed in turn within the following sections.

### 5.1 POWERPOINT PRESENTATION TEMPLATE

A PowerPoint presentation template has been created for partners to utilise when presenting the project to an audience for example, at events, conferences, workshops or meetings. The template is a simple set of 7 slides with different layout options, depending on the content being presented, for conveying information about the project. The template has been tailored to the INFINITY brand and includes the EU funding information and logo.

Figure 14: PowerPoint Template



### 5.2 LEAFLET TEMPLATE

A template for an A5 leaflet has been designed in order to provide a quick overview of what the project is trying or has achieved to external audiences. Leaflets are an affordable medium that can be either printed or distributed digitally to effectively disseminate condensed information about the project. This template can be easily modified and updated to reflect different stages within the project, and if required can be printed locally by project partners.

Figure 15: A5 Leaflet Template



### 5.3 ROLL-UP PROMOTIONAL BANNER

Two versions of a roll-up promotional banner have been designed and will be provided to the project partners for use at exhibitions and meetings to attract our target audience. The banners are a versatile communication tool and being easy to transport can be used in offices or other spaces to create visibility around the project. The templates, if required, can be utilised by partners if a roll-up banner is required and printed locally for planned dissemination activities.

## D10.2 INFINITY website, social media channels and dissemination

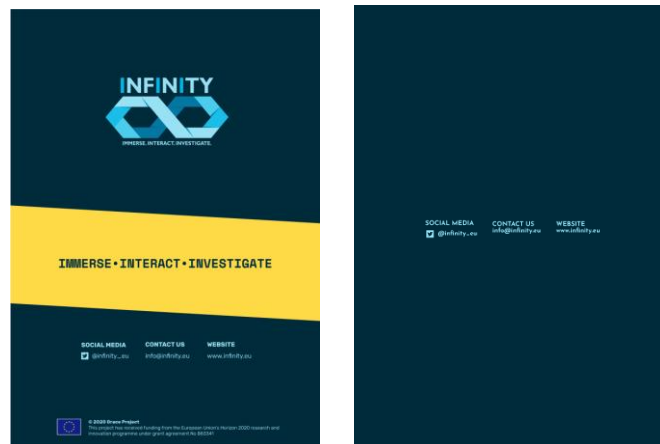
Figure 16: Roll-up promotional banners



### 5.4 A4 DOCUMENT FOLDER

The A4 document folder is another tool effective in making the project visible. Document folders are useful for in-person events to store key physical documents (brochures, flyers, agendas, business cards etc.) and create good first impressions about the professionalism of the project with recipients.

Figure 17: A4 Document Folder



Document folders can also link to the digital support of communication for further information like the website and social media and can be used by the project partners themselves as a way of raising project awareness at meetings.

## D10.2 INFINITY website, social media channels and dissemination

### 5.5 WEBINAR TEMPLATE

Given the current climate webinars are an excellent alternative to in-person meetings that will enable us to reach our target audience through a conference or workshop format. A webinar template has been designed in order to provide a compelling and engaging experience as well as delivering key project information to the audience. This template includes transition slides and overlays providing information about the upcoming and ongoing section of the event. Also, specific elements, like the cover section, can be used as a marketing tool to advertise the event.

Figure 18: Webinar template



## 6 BRAND IDENTITY AND GUIDELINES

The INFINITY brand guidelines ensure uniformity in the look and feel amongst all dissemination products created for the project and will be made available to the project partners as an identify kit with raster and vector formats where required.

As seen below, the guidelines contain the primary and secondary colours applied, the fonts used within INFINITY dissemination materials, one font is used for display “Space Mono” and another font for the body of text “Rubik” and examples of iconography are provided. The guidelines also offer suggestions of stock imagery that can be used for social media posts or press releases for example and options / variations of the logo to be used across various circumstances.

### 6.1 COLOUR SCHEME AND FONTS

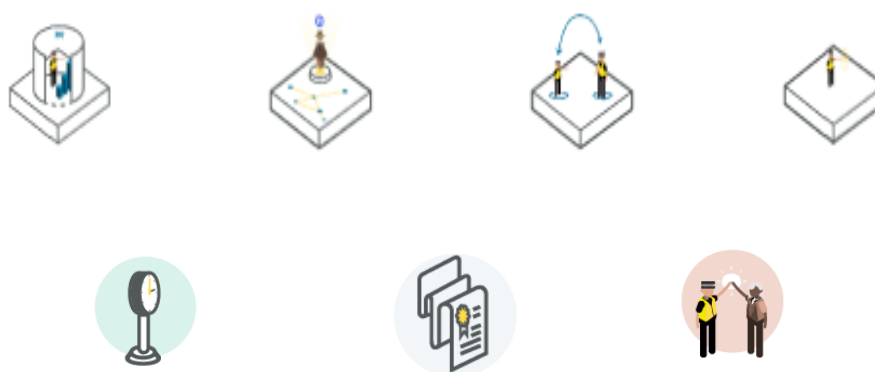
Figure 19: INFINITY Colour scheme and Fonts



### 6.2 ICONOGRAPHY

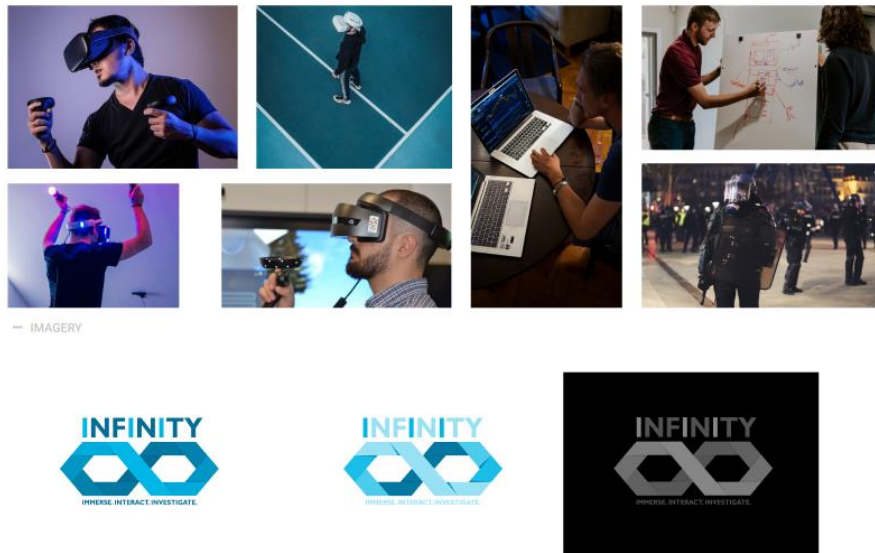
The icons developed for the INFINITY branding use an isometric grid. This stylistic choice has been made to echo to the major use of VR, AR for data visualisation within the project. By using an isometric grid this emulates perspective and gives the icons a unique 3D look and feel.

Figure 20: INFINITY Icons



### 6.3 STOCK IMAGERY AND LOGO

Figure 21: Stock Imagery and Logo variations



## 7 CONCLUSION

This document outlines the vital foundations put in place that aim to achieve common and structured dissemination tools to enhance the visibility of the INFINITY project. These foundations will expand throughout the lifetime of the project however the first steps have been taken and provide a precedent for the project to follow.

The INFINITY website currently provides the basic overview of the project, however during the course of the project the website will evolve and will be increasingly filled with content according to the progress of the project. This also applies to the social media and communication channels, now that these platforms have been launched time will be spent ensuring that the news, information and project latest updates are added and frequently updated. The proposed timelines for these updates, along with the scheduling of other dissemination activities, will be specified in deliverable D10.1 Communication, Dissemination and Visibility Plan, due month 12.

## 8 REFERENCES

- (1) INFINITY Grant Agreement (883293).

### 9 APPENDIX

#### 9.1 APPENDIX 1

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Although the INFINITY Partners are acting as joint controllers and are held responsible for ensuring the compliance with all applicable data protection rules, both at EU and national level, within the INFINITY Website, personal data is being processed only by:

*Sheffield Hallam University (SHU) – Centre of Excellence in Terrorism, Resilience, Intelligence and Organised Crime Research (CENTRIC)*

T: +44 (0)114 225 5555

E: [centric@shu.ac.uk](mailto:centric@shu.ac.uk);

W: <https://research.shu.ac.uk/centric/>

##### **Categories of personal data**

The INFINITY data controllers collect, process and use personal information concerning only visitors of the INFINITY Website. While visiting the INFINITY Website certain data is gathered and stored on the servers of WordPress.com such as: IP address, the date, time and length of your visit, from which server and which website you accessed the site, the actions carried out on the Website, the browser-type and the language settings.

In case you contact us via the contact form on the INFINITY Website, the project coordinator is collecting and processing the following information: identification data such as name, e-mail address, as well as the content of the message you sent to us.

##### **Purposes of data processing**

The above-mentioned categories of personal data are processed for the following purposes:

- to identify the visitor, if necessary;

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- to ensure the proper functioning of the INFINITY Website, also ensure network and information security;
- to evaluate the use of the website, compile reports on website activity for website operators and provide other services relating to website activity and internet usage;
- to respond to your requests;
- to exercise or defend the rights and legitimate interests of a Partner or the INFINITY Consortium as a whole;
- other purposes explicitly provided for in the Terms of Use or in this Privacy Notice;
- as well as for statistical purposes.

The INFINITY Consortium undertakes the due care and bears responsibility for protection of your information, except in the event of force majeure events or Malicious Actions of third parties.

### **Legal basis for processing**

- You have given consent to the processing of your personal data for a specific purpose – e.g. when you send us a message via the contact form;
- Data processing is necessary for the purposes of the legitimate interest pursued by a Partner or the INFINITY Consortium – e.g. to facilitate your access and use of the INFINITY Website, or to protect from malicious attacks.

### **Recipients or categories of recipients of the personal data**

Your personal data will be only disclosed to third parties in certain sporadic cases where the data controllers shall comply with a legal obligation or need to protect their rights and legitimate interests. The personal data collected via the INFINITY Website may be also shared with IT services providers and/or web hosting providers. The information accessed by these service providers is necessary for them to perform their services and may not be used for any other purposes.

As the Website is developed under a project funded by the European Union's Horizon 2020 Programme, only anonymised and aggregated data (statistics) will be provided to the European Commission.

### **Transfers of personal data to third countries or international organisations**

The data controller does not intend to transfer your personal data to data controllers or processors established in third countries or international organisations. Should the cases of data transfer to data controllers or processors in third parties or international organisations arise, the data controller shall keep you informed. In any event, the transfer will be carried out in full compliance with the applicable data protection laws.

### **Period for personal data storage**

The Partner Consortium strives to meet all data protection requirements and to respect all the principles laid down in the General Data Protection Regulation. In this context, following the principle of *data minimisation*, the Partner Consortium shall process your data as long as it is necessary for the purpose for which the data is collected and to the extent permitted by the applicable laws. Once the purpose for data processing is reached out, we will remove the data and/or anonymise it so that you are no longer identifiable.

For reporting purposes statistical data is kept for 5 years after the project end. The statistical data will not render any of the INFINITY Website users identifiable.

### **Data Subject Rights**

You are entitled to the following rights under GDPR:



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- *the right to obtain information* regarding the processing of your personal data on the INFINITY Website by the controllers (controllers' contact details, the purposes of processing and the legal basis for processing, recipients, storage period, etc.)
- *the right to access* your personal data processed on the INFINITY Website and get information about the processing of your personal data (the purposes of processing, categories of personal data, storage period, etc.);
- *the "right to be forgotten" by the INFINITY controllers*—your data could be erased by the data controllers in the cases where your personal data is no longer necessary, where you have withdrawn your consent on which the processing is based, where the data processing is unlawful, where the personal data has been processed on the basis of parental consent, or your data have be erased in order to comply with national or EU legal obligation;
- *the right to request restriction of processing of your personal data* – this right could be exercised where you have contested the accuracy of your personal data, where the processing is unlawful, where the INFINITY controllers no longer need your personal data for the purposes of processing, or you have exercised your right to object to the processing of your personal data based on the legitimate interests pursued by the INFINITY controller(s)
- *the right to object* to the processing of your personal data which is based on the legitimate interest pursued by the INFINITY Consortium. You also have the right to object to the processing of your personal data for direct marketing purposes;
- *the right not to be subject* to a decision based solely on *automated processing, including profiling* – however, this rule does not apply if the decision is based on your given consent, or it is necessary for entering into, or performance of a contract, or it is authorized by the EU or national legislation to which the INFINITY controller(s) is(are) subject;

### Exercise of Data Subject Rights

You can exercise your rights by sending a message to the following e-mail address: [centric@shu.ac.uk](mailto:centric@shu.ac.uk).

Additionally, all data subjects have the right to submit a complaint to their national data protection authority, if they deem that their data is processed in an unlawful way.

### Links to other websites

Our Website may contain links to other websites and social media pages that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. In this context, we strongly advise you to review the Privacy Policy of every site you visit.

### Amendments and updates of this policy

Please note that we may update this Privacy Notice occasionally and the new version will be published on this webpage. We recommend reviewing the content of the Privacy Notice for any changes. The changes are effective when posting them on this webpage.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.